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Message Text

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PAGE 01 PEKING 01525 251022Z
ACTION EA-09

INFO OCT-01 ISO-00 PA-01 PRS-01 USIA-06 /018 W
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R 250830Z JUL 77
FM USLO PEKING
TO SECSTATE WASHDC 8262
INFO AMCONSUL HONG KONG

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E.O. 11652: N/A
TAGS: OVIP
SUBJ: VISIT OF NBC CHAIRMAN AND PRESIDENT OF NBC NEWS

REF: STATE 161502

1. SUMMARY: PROPOSALS MADE BY NBC NEWS JULY 19 TO FILM DOCUMENTARIES IN CHINA AND EXCHANGE PROGRAMMING TECHNICIANS DREW POSITIVE RESPONSE FROM CHANG HSIANG-SHAN OF THE CENTRAL BROADCASTING ADMINISTRATION. ONE TOPIC PROPOSED FOR FILMING AND ACCEPTED BY THE CHINESE WAS THE PLA. SUGGESTION TO GET AROUND PRC OPPOSITION TO HAVING RESIDENT US CORRESPONDENTS IN PEKING BY SENDING NBC REPORTERS ON PERIODIC EXTENDED VISITS WAS COLD SHOULDERED, HOWEVER, BY MFA OFFICIAL. END SUMMARY.

2. USLO OFFICER MET JULIAN GOODMAN, CHAIRMAN OF THE BOARD AND RICHARD WALD, PRESIDENT OF NBC NEWS, ON THEIR ARRIVAL JULY 18. IN SUBSEQUENT MEETING JULY 20 WALD TOLD USLO ACTING CHIEF THAT THEY HAD BEEN PLEASANTLY SURPRISED BY THE FORTHCOMING ATTITUDE SHOWN BY CHANG HSIANG-SHAN OF THE CENTRAL BROADCASTING ADMINISTRATION DURING DISCUSSIONS OF THE FOLLOWING THREE PROPOSALS MADE BY NBC JULY 19: (A) BOTH SIDES TO EXCHANGE SMALL GROUPS OF
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PROGRAMMING TECHNICIANS FOR PERIODS OF FOUR TO SIX WEEKS; (B) NBC TO PRODUCE DOCUMENTARIES ON CHINA ON THREE POSSIBLE THEMES--"THE YANGTZE RIVER, THEN AND NOW" (TO SHOW CHINA'S EFFORTS IN FLOOD CONTROL); EITHER "THE CHILDREN OF CHINA" OR "THE PEOPLE'S LIBERATION ARMY" AND A TRAVELOGUE ON A SCENIC AREA IN CHINA; (C) PERIODIC VISITS OF UP TO SIX WEEKS

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DURATION TO PEKING BY NBC CORRESPONDENTS.

3. THE CHINESE WERE QUITE POSITIVE AS TO THE EXCHANGE OF PROGRAM TECHNICIANS AND SUGGESTED THIS BEGIN IN JANUARY 1978. ALTHOUGH CHANG HSIANG-SHAN TURNED DOWN THE PROPOSED DOCUMENTARY ON THE YANGTZE RIVER, HE WAS ENTHUSIASTIC ABOUT NBC FILMING EITHER "THE CHILDREN OF CHINA" OR THE PLA AND INVITED NBC TO PROVIDE MORE SPECIFIC OUTLINE FOR HOUR-LONG DOCUMENTARIES. CHANG ALSO SAW NO OBJECTION TO A TRAVELOGUE TYPE OF FILM ON A SCENIC AREA IN CHINA. REQUEST FOR PERIODIC VISITS TO PEKING BY NBC CORRESPONDENTS WAS REFERRED BY CHANG TO MA YU-CHEN, DIRECTOR OF THE FOREIGN PRESS LIAISON DIVISION OF THE FOREIGN MINISTRY INFORMATION DEPARTMENT. ALTHOUGH WALD STRESSED THAT NBC WAS AWARE OF PRC VIEWS ON STATIONING REGULAR US CORRESPONDENTS IN PEKING AND IN ANY CASE, DID NOT WISH TO HAVE A FULLTIME MAN HERE, MA WAS QUITE NEGATIVE ABOUT THE PROPOSAL AND AGREED ONLY RELUCTANTLY TO TAKE IT UNDER REFERRAL.

4. BEFORE LEAVING FOR PROVINCES JULY 23, WALD CALLED USLO OFFICER TO SAY THAT MEETING HAD BEEN FRIENDLY BUT NON-SUBSTANTIVE.
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Message Attributes

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Disposition Date: 22 May 2009
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Review Transfer Date:
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TAGS: OVIP
To: STATE
Type: TE
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Review Markings:
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